

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

March 16, 2000
MAG Office, Suite 200, Saguaro Room
302 North 1st Avenue
Phoenix, Arizona

MEMBERS IN ATTENDANCE

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| George Pettit, Gilbert, Chairman | Karen Shurko, Goodyear |
| Debbie Kohn, Avondale | *Horatio Skeete, Litchfield Park |
| *Joe Blanton, Buckeye | Anne Blech, Mesa |
| *Usama Abujbarah, Cave Creek | Shiloh Thatcher for Neil Urban, Maricopa County |
| Bob Pazera, Chandler | Tim Loughrin, Peoria |
| *Eddie Rios, El Mirage | Remy Autz, Phoenix |
| Geir Sverdrup, Fountain Hills | Harry Higgins, Scottsdale |
| *Tina Notah, Gila River Indian Community | *Rosa Herrera, Surprise |
| *Ralph Vasquez, Gila Bend | Mark Elma for Neil Calfee, Tempe |
| David Sinclair for James Holland, Glendale | *Jerry Stricklin, Wickenburg |
| | *Dick Gregory, Youngtown |

*Those members neither present nor represented by proxy.

OTHERS IN ATTENDANCE

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|------------------------------------|--------------------|
| Susan Abbott, Bureau of the Census | Laura Stegall, MAG |
| Hamid Arshadi, Gilbert | Linda Strock, DES |
| Joanie Mead, Scottsdale | Kelly Taft, MAG |
| Paul Michaud, Apache Junction | Harry Wolfe, MAG |

1. Call to Order

The meeting was called to order by Chairman George Pettit at 10:03 a.m.

2. Call to the Audience

There were no requests from the audience to address the MAG POPTAC.

3. Approval of Meeting Minutes of February 17, 2000

It was moved by Harry Higgins seconded by Geir Sverdrup and unanimously recommended to approve the meeting minutes of February 17, 2000.

4. Review of Table Showing Actions to Be Undertaken for Census 2000

Harry Wolfe stated that at the February 17, 2000 meeting of the MAG POPTAC, a draft schedule of census activities was reviewed. He said that he had revised the draft schedule based on more recent information from the Census Bureau and distributed it to Committee members.

Mr. Wolfe explained that the actual census count began earlier this month. He noted that on March 3, 2000 the delivery of census questionnaires in the Update/Leave areas began and that this week the delivery of most

of the census questionnaires for the Mailout/Mailback area would be completed.

5. Publicity for Census 2000

Kelly Taft, MAG Communications Program Manager, provided a report on the Census Media Outreach Group's efforts to promote Census 2000. She indicated that Susan Abbott, Government Partnership Specialist, updated the group on the Bureau's upcoming road tour, which would be in Maricopa County the week of April 2. Ms. Abbott presented a training video which provided a synopsis of how the road tour operates and the many ways in which local areas could make use of it.

Ms. Taft explained that the road tour centers around a Road Tour Vehicle (RTV) which contains posters and giveaway items. It also has four "mobile" displays that can be taken to other sites, as well as a special fifth display geared for schools and schoolchildren.

Ms. Taft reviewed the tentative schedule for the Road Tour Vehicle as follows:

April 3 -- Glendale in the afternoon; possibly Peoria in the evening

April 4 -- Phoenix all day: 7:00 a.m. Carl Hayden High School; Noon Patriots Park; 3:00 p.m. either a stop at City Council chambers or a remote feed into the council meeting from Patriots Park; 4:30 p.m. Bank One Ballpark for first Cactus League game.

April 5 -- Flagstaff 10:00 a.m. - 1:00 p.m.; Possibly a Tier 2 (mobile display) set up in Scottsdale; Phoenix Coyotes game at America West Arena in the evening.

April 6 -- Mesa 8:45 a.m.; Tempe/ASU in the afternoon; Chandler 5:00 p.m.

Kelly Taft reported that POPTAC members interested in learning more about the road tour, should contact Susan Abbott.

Susan Abbott indicated that the Super Saturday Job Fair effort would take place March 18 at 12 Valley locations. She said that the Census Office is currently at only 60% of its goal for recruiting workers for census jobs. She noted that hourly pay is \$12.25 with mileage reimbursement at 32.5 cents per mile and that bilingual applicants are encouraged to apply.

Susan Abbott also noted that Wal-Mart stores had entered into a partnership with the Census Bureau, and that the company would be offering table space outside every one of its stores on March 25 for the distribution of census materials. Ms. Abbott indicated that local jurisdictions could provide Wal-Mart with local census materials for distribution.

Ms. Abbott reported that Greyhound Bus Lines was making space available at some of its depots to promote Census 2000; and that local jurisdictions could provide Greyhound with materials for display and distribution.

Susan Coffroth could not attend the meeting, but sent a report saying that all minority media buys have been made and ads are running on radio, television and in print. The formula used for the media buy was 60% radio, 30 % TV and 10 % print. The report provided a breakdown of the \$114,000 plus purchase by medium for those who want to know exactly how the money is being spent.

Susan Coffroth's report also noted that PSAs featuring community leaders and Spanish speakers would be ready for duplication this week. The City of Phoenix would be working with Ch 3, Ch 12 and Cox on the duplications. Phoenix also has stress balls and door hangers available for cities upon request. These materials can be ordered by calling the City of Phoenix' Census Resource Office at (602)534-5252 or (602) 534-5253

to order.

Susan Coffroth's report mentioned that with the help of Scottsdale, Phoenix had been able to secure a good rate for placement of cinema slides at Harkins theatres, and that those would begin running in Valley theatres soon.

Other brief items mentioned were as follows:

- C City of Goodyear was exploring the possibility of giving city employees the option of taking a day or two off and working for the census, continuing to draw their city salary AND getting paid by the Census Bureau.
- C The City of Glendale worked with their Budget Office to put the loss of Census Dollars in real figures. For example, \$4,000 can pay the salary of a police officer for a month, or finance so many streetlights, etc.

6. Special Recruiting Effort

Susan Abbott indicated that a Special Recruiting Effort for Census 2000 would be held on Saturday, March 18, 2000. She said that the Census offices are behind on their recruiting goals and in particular the South Phoenix Office. Ms. Abbott also reported that the South Phoenix Office had only met 60 percent of its goal, the Scottsdale Office, 79%, the East Valley 82%, and the North Phoenix Office 99% of its goal.

Mark Elma asked about people who had taken the Census test, but had never been contacted about a job. Ms. Abbott responded that they will be contacted as the need for jobs arise. She emphasized that most of the hiring will be done in April for nonresponse follow-up to be conducted beginning May 1, 2000.

7. Address Update Programs

Harry Wolfe stated that New Construction Program updates must be postmarked by April 3, 2000 for them to be accepted by the Census Bureau. He encouraged member agencies to forward the files to the Census Bureau as expeditiously as possible.

8. Local Update of Census Addresses for Special Places

Harry Wolfe reported that preliminary site visits for Special Places are being undertaken and that the actual Special Places enumeration will take place from March 27, 2000 to May 6, 2000. He added that there are different enumeration dates for each type of Special Place.

9. Census Bureau Full Count Review Program

Harry Wolfe noted that the DES staff have reported that the Census Bureau has established a Full Count Review Program. He said that through this program each State Data Center will send staff to Washington to check over raw census data and "advise" the Bureau of any anomalies. Mr. Wolfe suggested that members of the MAG POPTAC seek to collaborate with DES staff on the effort.

Linda Strock provided a report and noted that DES staff would be traveling to Washington for training in June. She added that Staff would be acting like Census Bureau personnel and working with them on some

special editing programs used to identify errors.

Ms. Strock also reported that census population counts by state would be available by January 1, 2001 and that counts for use in redistricting would be available by April 1, 2001.

10. Statistical Areas Program

Harry Wolfe noted that the latest information from the Census Bureau is that the distribution of maps reflecting recommended changes in Census Tracts and Block Groups has been deferred because of more immediate and higher priority census programs. He continued that no firm date for the delivery of the maps to Maricopa County has been established but it could occur sometime in April. Frank McPhillips confirmed Harry Wolfe's comments.

11. Status Report on MAG Database Enhancement Project

Harry Wolfe provided a status report on the MAG Database Enhancement Project. He reported that the consultants had been working with MAG staff to define three pilot areas for updating the MAG Street Centerline file and had been interviewing representatives of local and state agencies on spatial data standards.

Anne Blech noted that it would be very useful if MAG projections could be developed by Census Tract. Harry Wolfe responded that the MAG Subarea Allocation Model has the ability to allocate projections to different geographical boundaries.

12. Date of Next Meeting

George Pettit announced that the next meeting of the MAG POPTAC will be held on Thursday, April 20, 2000.

The meeting adjourned at 11:00 a.m.